

**burton<sup>®</sup>**  
**+BURTON**  
the **TOTAL** gift experience<sup>®</sup>



**maxine**  
**+ BOB BURTON**

**Maxine Burton**  
named "2012 Athens  
Woman of Distinction"  
by Girl Scouts of  
Historic North Georgia

In the small backroom of a wholesale florist,  
Maxine Burton was starting a revolution . . .

It was 1982 and she was working at Flowers, Inc. Wholesale, a floral distributor co-owned by her husband, Bob. Silver foil balloons had just been invented, and floral customers were starting to request them. She soon realized that the balloon imprinting process could be used to print a message or design on a balloon, creating a floating greeting card—a concept that would soon transform the floral industry and lead her to found Flowers, Inc. Balloons<sup>®</sup>. Her ingenuity has taken the company from a back room start-up to one of the largest balloon and gift businesses in the world.

In 2006, Flowers, Inc. Balloons<sup>®</sup> changed its name to **burton + BURTON™** to represent the extensive inventory of balloons, floral supplies, coordinating gifts, and home décor the company offers.



**burton + BURTON™** Corporate Offices—2012

The company headquarters includes the main corporate offices  
and four warehouses.

*"Our commitment to offering the best  
in service, selection, + satisfaction  
will NEVER change."*



burton + BURTON's™  
Master Catalog 2012

burton + BURTON™, a family owned and operated business based in Bogart, Georgia, is one of the largest suppliers of balloons and coordinating gift products in the world. The company offers over 15,000 products including latex and foil balloons, ribbon, floral supplies, plush, ceramics, and baskets.

The *Master Catalog 2012* totals over 850 pages. burton + BURTON™ consistently offers the most comprehensive catalogs in the balloon and gift industry. In addition to the everyday books, the company publishes Spring, Summer, Autumn, Holiday, and Valentine's Day literature. Monthly Specials alert customers to products on sale as well as exciting new items.

The company employs over 250 people working in 17 different departments, including Art, Imports, Purchasing, Photography, Graphic Arts, Visual Merchandising, Inventory Control, Receiving, Packing, Inspecting, Shipping, Training, Customer Service, Human Resources, Sales, Administration, and Accounting. Throughout the year, Maxine and Bob, along with other employees, travel the world in search of the latest trends and to appraise manufacturing operations to ensure the highest standards of quality.

## our customers



Our customers are the reason for burton + BURTON's™ success, and we consistently strive to make the relationship mutually beneficial. Our customers are considered not as business associates, but as friends and family.

are  
friends  
+ family

*With customers across the globe,  
the burton + BURTON™ family  
extends worldwide.*

# Maxine H. Burton, President + COO

Since 1982, as president and founder of Flowers, Inc. Balloons®, Maxine Burton has established her company as a leader in the balloon and gift industry. Maxine earned a Bachelor of Science in Education and a Master of Education from the University of Georgia, where she was a member of Alpha Xi Delta sorority. She has continued her education at Harvard Business School, taking executive courses in 1998 and 2001. Maxine has received numerous local and national awards recognizing her as a leader in her industry and for her service to her community.

## Partial Listing of Awards

- 2012 Athens Woman of Distinction by Grl Scouts of Historic North Georgia
- 2009 15 Gifted Women, by Gifts & Decorative Accessories  
Friends of the Extension by Epsilon Sigma Phi in association with Georgia 4-H Foundation
- 2008 Recipient of the Georgia Family Business of the Year Award, Large Category,  
by Cox Family Enterprise Center, Kennesaw State University
- 2008 Recipient of the William E. "Billy" Hudson Distinguished Citizen Award,  
Northeast Georgia Council of the Boy Scouts of America
- 2006 Top Emerging Company for Women in the Atlanta Metropolitan Area,  
*Atlanta Woman* magazine
- 2006 Ruby C. McSwain Philanthropist Award, the National Agricultural Alumni  
and Development Association
- 2005 Allan J. McDonald International Entrepreneur Award from Society of  
International Business Fellows
- 2002 The Leading Women Entrepreneurs of the World by The Star Group
- 2001 Ernst & Young Entrepreneur of the Year® for the Retail/Wholesale Category,  
Southeast Division
- 2001 Outstanding Georgia Citizen by Secretary of State Cathy Cox
- 1999 Appointed Lieutenant Colonel, Aide de Camp, Governor's Staff  
by Georgia Gov. Roy Barnes
- 1995 Honoree of the Beta Gamma Sigma Chapter of the University of Georgia
- 1994–96 Distinguished Lecturer/Practitioner, UGA Terry College of Business
- 1993 International Balloon Arts Convention (IBAC) Crystal Award
- 1991 National Marketing Award, *Florists' Review* magazine
- 1990 Athena Award

## Current Boards/Activities/Community Involvement

Economic Development Task Force, Athens-Clarke County



Women's Leadership Board of Harvard Business School  
University of Georgia Arch Foundation, Trustee  
Georgia Ports Authority  
First American Bank & Trust  
The Committee of 200  
Society of International Business Fellows (SIBF)  
Leadership Athens  
Leadership Georgia



*Recipient of the 2001 Ernst & Young  
Entrepreneur of the Year® Award in  
Retail/Wholesale, Southeast Division*

# Robert E. Burton, CEO

Filled with the entrepreneurial spirit at an early age, Robert E. "Bob" Burton started his career in the floral business immediately following college. Today Bob is the CEO of **burton + BURTON™**. He is a 1971 graduate of the University of Georgia with a Bachelor of Science in Agriculture and has been honored as Outstanding Alumni by Alpha Gamma Rho, Alpha Eta Chapter.

## Awards

- 2009 Friends of the Extension by Epsilon Sigma Phi in association with Georgia 4-H Foundation
- 2008 Recipient of the Georgia Family Business of the Year Award, Large Category, by Cox Family Enterprise Center, Kennesaw State University
- 2006 Recipient of the William E. "Billy" Hudson Distinguished Citizen Award, Northeast Georgia Council of the Boy Scouts of America
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- 2001 Outstanding Georgia Citizen by Secretary of State Cathy Cox
- 1999 Appointed Lieutenant Colonel, Aide de Camp, Governor's Staff by Roy Barnes
- 1991 National Marketing Award, *Florists' Review* magazine
- 1990 Outstanding Service Awards from the National Association of Balloon Artists<sup>SM</sup> (NABA)



## Current Boards/Activities

AAHPS Board of Directors  
Georgia Museum of Art  
Georgia 4-H Foundation  
National Bank of Georgia  
Salvation Army  
CATIE  
Society of International Business Fellows (SIBF)



*Recipient of the Georgia Family Business of the Year Award—The Cox Family Enterprise Center, Kennesaw State University*

# Steve Casso, General Manager

In August of 2002, Steve Casso joined the **burton + BURTON™** family as general manager. With over 20 years in the gift and floral industry, Steve has previous experience as a manufacturer's representative, as vice-president, and general manager of Betallic, L.L.C. Steve oversees and manages the day-to-day operations with great skill and is an exceptional speaker, always encouraging and motivating employees. Steve earned a Bachelor of Business in Marketing from the University of Missouri in St. Louis and later earned his Master of Business from Maryville University in St. Louis. Steve is a member of St. Joseph's Catholic Church. He currently resides in Athens, Georgia, with his wife of over 20 years, Mary Beth, and their four children.

In 2004 Steve became a member of the Advisory Board for The Super Floral Show. The invaluable support and ideas of the board members make The Super Floral Show a success for both buyers and suppliers.

His past industry affiliations include serving on the board of directors of the International Balloon Association (IBA) and the Advisory Board for Chicago's Merchandise Mart.



## Current Boards/Activities

2007–2008 Dallas Market Center Advisory Board  
2004–Present Super Floral Show Advisory Board



*Over 20 years in the gift and floral industry.*

With over 250 dedicated employees on staff to serve our valued customers, this enthusiastic team goes the extra mile to ensure that customers' orders bring complete satisfaction.

Order processing begins in the sales department, but the efforts of many other departments throughout the company contribute to orders being handled swiftly and efficiently. From the moment a phone call is answered, to the second that the order is placed on a truck for delivery, and everything else in between, our dedicated staff works diligently to ensure that our customers are well pleased.

Both Maxine and Bob consistently practice an open door policy that is very real. Any employee may reach either or both of them to discuss potential problems, personal challenges, or innovative ideas.

The **burton + BURTON™** family extends beyond the Burtons and their employees. It is with much affection that Maxine and Bob embrace the families of their employees. The sacrifice and support that the families give, especially during peak seasons, is vital to our success. The Burtons enjoy time with these families throughout the year with picnics, parties, and other company-sponsored events.

## our employees



the  
best  
+ brightest

Maxine and Bob frequently say that one of the things they take the most pride in is watching their employees grow and thrive. Celebrating weddings and births side-by-side and enduring sorrows hand-in-hand, there is a bond that goes far beyond employer and employee. The only fitting word is . . . family.

*This enthusiastic team goes the extra mile to ensure that customers' orders bring complete satisfaction.*

We believe that civic responsibilities are equally as important as personal goals. As a result, **burton + BURTON™** is involved in all major non-profit fundraisers in the area, including the American Cancer Society's® Relay for Life, various March of Dimes® events, United Way® funding, American Red Cross blood drives, and the American Heart Association's® Heart Walk™. Maxine and Bob contribute substantially to many non-profit organizations and encourage their employees to participate as well.

As part of their commitment to their "family of employees," the Burtons provide free health screenings to all employees. Staff from local hospitals provide annual blood pressure evaluations, body composition analysis, bone density scans, and flu shots . . . all paid for by **burton + BURTON™**. The Burtons are also concerned with promoting women's health issues, a popular idea among the high number of female employees. (Females make up over 2/3 of the **burton + BURTON™** personnel.) Female health screenings include free mammography scans twice a year. Other benefits that offer convenience to employees and help relieve some financial burden are subsidized childcare benefits and an on-site beauty salon/spa. Employees can receive 75% of their childcare cost reimbursed, and haircuts in the employee salon are offered at minimal cost.

## our community



live  
+ give

Employee money and time donated annually to:



*Women's health issues are very important to **burton + BURTON™**. Over 2/3 of our employees are female.*

One of the great childhood joys for Bob and Maxine Hubbard Burton of Athens was the fun and friendship of participating in the 4-H program and attending 4-H summer camps. Growing up, Maxine was involved in 4-H in Forsyth County and attended camp at Rock Eagle, Wahsega, and Tybee Island. Bob attended camp at Rock Eagle, and as a UGA student he spent the summer of 1968 as a counselor at the Tybee Island camp. "Some of my most cherished memories and valuable life experiences came through 4-H programs and attending camps," Maxine recalls. "I'm grateful for the opportunities 4-H provides young people throughout Georgia and the United States, and for the opportunities that were provided to me."

So it's not surprising that, when Bob and Maxine learned that the 57-year-old Tybee Island camp had fallen into such serious disrepair that it might be closed, they immediately offered to help with a donation to the Georgia 4-H Foundation. Their gift, along with smaller contributions, helped pay for urgent repairs and renovations on the camp's buildings.

"Thanks to Bob and Maxine's generosity, new life has been breathed into this facility, and it will continue to provide enjoyment and education to Georgia 4-H members," says UGA President Michael F. Adams. "We are very pleased to honor these outstanding alumni supporters in this way."

The Tybee Island facility, opened in 1947, is one of five 4-H centers in the state. About 1,000 children attend week-long summer camps at the center, and 6,000–7,000 come throughout the year for three-day education programs on coastal ecology and the marine environment.

## The Burton 4-H Center on Tybee Island



education  
+ fun

Arch Smith, associate state 4-H leader, says time, weather, and heavy use had taken a harsh toll on the center's buildings. The Burton's gift helped pay for electrical upgrades, new floors and wall coverings for cabins, renovation of the dining hall, and relocation and remodeling of a staff house.

—Larry Dendy, April 26, 2004 Issue, Columns



*"New life has been breathed into this facility and it will continue to provide enjoyment and education to Georgia 4-H members."*

# showrooms

burton + BURTON™ maintains three showrooms across the country, including one on-site at the corporate headquarters in Bogart, Georgia. The three showrooms total over 25,000 square feet of space. Collections and seasonal displays are arranged by the company's own visual merchandising team for customers and markets throughout the year.

burton + BURTON's™ headquarters consist of 171,000 feet of warehouse, showroom, and office space. In addition to the main building and warehouse, the company has four additional warehouses to house its off site operations, for a total of approximately 300,000 square feet of space.

## Bogart

Flagship Showroom  
325 Cleveland Road  
Bogart, Georgia

## Atlanta

AmericasMart® Atlanta  
Building 2  
Showroom 728  
Atlanta, Georgia

## Dallas

Dallas Market Center  
Trade Mart  
Showroom 1121  
Dallas, Texas



*burton + BURTON's™ headquarters consist of almost 300,000 sq. ft. of warehouse, showroom, and office space.*

# coordinating gifts

The Art Department at **burton + BURTON™** creates a full line of exclusive products. Company artists design collections featuring balloons and coordinating gift products ranging from ribbon and enclosure cards to teapots and mugs. The various talents of this in-house creative team help ensure the continued edge **burton + BURTON™** enjoys within the industry.



## creation

Back at our corporate office in Bogart, our talented artists translate the latest trends into stylish product lines at an exceptional value. Every collection we create is evaluated for quality, marketability, and uniqueness.



*burton + BURTON's™ creative team of artists and designers develop fresh and original products year round.*

# balloons



# gifts



# vases



containers



baskets



supplies



ribbon



floral



plush



# licensed artists (partial list)

*Carla Grogan*

Carla Grogan



Debra Jordan Bryan



*Betsy Cameron*  
angels

Betsy Cameron



*Maureen Murphy*

Maureen Murphy



**BILTMORE**<sup>®</sup>  
For Your Home

Biltmore



*Joanne Sharpe*

Joanne Sharpe



*JOANNE FINK*

Joanne Fink



LoriLynn Simms



*Carolyn Shores Wright*

Carolyn Shores Wright



Kathleen Denis



**Wild Wings**

Wild Wings



**Tina Wenke**

Wenke Design Studio

